

## Message Text

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53

ACTION COME-00

INFO OCT-01 NEA-10 ISO-00 EB-07 PA-01 PRS-01 USIA-06 HEW-04

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R 090839Z AUG 76

FM AMCONSUL KARACHI  
TO SECSTATE WASHDC 482  
INFO AMCONSUL LAHORE  
AMEMBASSY ISLAMABAD

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E.O. 11652: N/A

TAGS: EIND, EGEN, PK

SUBJECT; 7-UP FLY STORY

1. KARACHI DAILY NEWS OF AUGUST 4 CARRIED STORY ABOUT POOR QUALITY OF BEVERAGES ON LOCAL MARKET ILLUSTRATED WITH A PHOTOGRAPH OF A BOTTLE OF 7-UP CONTAINING A FLY. ACCORDING TO STORY, BOTTLE WAS SOLD BY A LOCAL RETAILER. ARTICLE EXHORTS CONSUMERS TO PUT PRESSURE ON RETAILERS (SOME OF WHOM ARE SAID TO REFILL BRAND NAME BOTTLES WITH THEIR OWN CONCOCTIONS) AND MANUFACTURERS BY LETTERS TO THE PRESS AND LOCAL AUTHORITIES.

2. MORNING NEWS AUGUST 7 CARRIED SHORT REPORT ENTITLED, COCKROACHES IN 7-UP BOTTLES: PROBE ORDERED." REPORT SAYS SOME 7-UP BOTTLES CONTAINING COCKROACHES AND DIRT WERE BROUGHT TO THE NOTICE OF THE SIND INFORMATION MINISTER WHO HAS ORDERED THE KARACHI METROPOLITAN CORPORATION AUTHORITIES TO INVESTIGATE. REPORT ILLUSTRATED BY MURKY PHOTOGRAPH OF TWO BOTTLES, ONE OF WHICH IS CLEARLY 7-UP.

3. COMMENT: IT MAY BE RECALLED THAT WITHIN THE PAST YEAR SEVERAL STORIES, ALONG WITH PHOTOGRAPHS, HAVE APPEARED ABOUT PHARMACEUTICAL VIALS CONTAINING FLIES AND THAT ON ONE OCCASION THE PAKISTANI MANAGER OF A US PHARMACEUTICAL FIRM WAS ARRESTED-THEN RELEASED. IT IS POSSIBLE THAT THE MANUFACTURERS HAVE NOT EXERCISED FULL QUALITY CONTROL.

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BUT WE DO NOT BELIEVE THIS IS THE CASE WITH 7-UP. IT IS MOST LIKELY

THEIR BOTTLES WERE REFILLED. OTHER POSSIBILITIES ARE CONCEIVABLE INCL  
UD-  
ING WHAT IS SAID TO BE THE EXISTANCE OF A "BLACKMAIL PRESS." THE GENE  
RAL  
MANAGER OF A&B BEVERAGES (7-UP BOTTLERS) MR. TAJ YAHA TELLS US  
THAT DESPITE HIS REQUEST TO THE EDITOR OF THE DAILY NEWS, HE HAS NOT  
BEEN ABLE TO SEE THE BOTTLE NOR OBTAIN ANY FURTHER INFORMATION. HE  
SAID HE WILL ATTEMPT TO SOLVE THE PROBLEM, "IN HIS OWN WAY."

MOORE

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NNN

## Message Attributes

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